

A Facebook app to assist post-partum women to increase their physical activity levels – usability testing and randomised controlled trial protocol



Jocelyn Kernot
Dr Carol Maher
Prof Tim Olds
Dr Lucy Lewis

background



background



life transition can lead to physical activity decline

health problems are common post- partum

background



physical activity provides a number of health benefits

limitations have been identified in physical activity interventions

background

targeting social networks to maximise health interventions

the potential of Facebook





mums step it up program

usability testing & lessons learnt

randomised controlled trial protocol



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mums step it up program

a 50 day team based physical activity intervention which aims to assist post-partum women to take 10,000 steps per day



mums step it up program

Theory of planned behaviour

Fun theory



mums step it up program



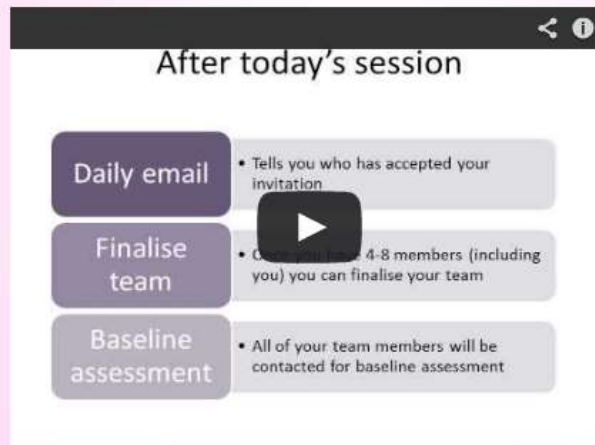


REGISTRATION

Welcome



Welcome to the Mums Step it Up app – a brand new app that has been designed to help mums team up with their friends to get more physical activity into their lives. This app has been developed by researchers based in the Health and use of Time Group at the University of South Australia. Click on the video below to find out about the research and how you can be involved



[Click here to download a pdf of the study information](#)



REGISTRATION

Step 1 of 3: Your details

Please provide your contact details so that we can arrange an appointment with you.

We assure you that these details will be used only for the purpose of contacting you about the study. We will not share your contact details with any other organisations/individuals, and we will never publish your name or contact details.

First name	<input type="text"/>
Last name	<input type="text"/>
Email address	<input type="text"/>
Mobile phone number	<input type="text"/>
Home phone number	<input type="text"/>
I have a child who is less than 5 years of age	<input type="checkbox"/>
I am a current Facebook user	<input type="checkbox"/>
I don't have a medical condition that would prevent me from participating in a walking program	<input type="checkbox"/>
I am not pregnant or planning on falling pregnant in the next 3 months	<input type="checkbox"/>

- The nature and purpose of the research project described on the video and information sheet has been explained to me. I understand it and agree to taking part.
- I understand that I may not directly benefit by taking part in this study.
- I acknowledge that the possible risks and inconveniences, as outlined in the video and information sheet, have been explained to me.
- I understand that I can withdraw from the study at any stage and this will not affect my status now or in the future.
- I understand the statement in the information sheet and video, regarding receipt of a \$30 gift voucher for taking part in the study.
- I understand that while information about the study may be published, I will not be identified and my personal results will remain confidential.
- I understand that the researcher cannot guarantee the confidentiality, or anonymity of material transferred by email or the internet.
- I understand that data from the Mums Step it Up Facebook app will be retained for the purpose of the study, even when I have deleted the app from my Facebook account.
- I consent to be contacted by the researcher for follow-up assessments, as outlined in the video and information sheet.

I have read the above informed consent statements and give my consent to participate

NEXT



Adelaide Mums step it up!

REGISTRATION

Step 2 of 3: Name your group

As the captain of your team, we need you to give your team a name. Have a bit of fun with it!

Please name your team

NEXT

About © 2012 Software developed by Portal Australia



REGISTRATION

Step 3 of 3: Form your team

Now you can invite your Facebook friends to join your team.

Click on the 'invite friends' button to get started.

Remember:

- Your friends should have a child under 5 years of age
- They need to live in or near Adelaide
- You should invite between 3 and 7 friends

INVITE FRIENDS

Reset © 2013 Software developed by Portal Adelaide



mums step it up program




Your progress

You have logged 85,330 steps so far.


LOG MORE STEPS


Recent achievements

 **You walked all week. Literally. Well done!** (Award for logging steps 7 days in a row)
Awarded March 17

 **Thanks for the walk. Love, your bum.** (Award for taking > 10,000 steps 7 days in a row)
Awarded March 17

> [View all awards](#)


 **Harry Parry** sent you Flowers
On March 19


 **Lisa Pisa** sent you Gold Running Shoes
On March 19


Discussion board

Write a comment...

POST COMMENT

 **Harry Parry** Brighton is always a great place to walk along the beach front with plenty of Cafes
1 hours ago

 **Charlie Sharley** Would love to hear others suggestions for good walking routes south of Adelaide - preferably one with a cafe close by.
3 days ago [\[delete post\]](#)

 **Bob Up** Hey team! Put your walking shoes on
11 days ago

Shopping counts as exercise, right?
Pedometer says yes.

















Log your steps

You have logged 85,330 steps so far. Log your steps on the calendar below.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1	11 Mar	12 Mar	13 Mar	14 Mar	15 Mar	16 Mar	17 Mar
WEEK 2	18 Mar	19 Mar	20 Mar	21 Mar	22 Mar	23 Mar	24 Mar
WEEK 3	25 Mar	26 Mar	27 Mar	28 Mar	29 Mar	30 Mar	31 Mar
WEEK 4	01 Apr	02 Apr	03 Apr	04 Apr	05 Apr	06 Apr	07 Apr
WEEK 5	08 Apr	09 Apr	10 Apr	11 Apr	12 Apr	13 Apr	14 Apr
WEEK 6	15 Apr	16 Apr	17 Apr	18 Apr	19 Apr	20 Apr	21 Apr
WEEK 7	22 Apr	23 Apr	24 Apr	25 Apr	26 Apr	27 Apr	28 Apr
WEEK 8	29 Apr						

[Print a calendar to stick on your fridge.](#)




The Mockers

RANK	NAME	BIGGEST DAY SO FAR	STEPS THIS WEEK	STEPS OVERALL	GIVE A GIFT
	 Barbara Wire	13111	10000	85875	Select a gift for Barbara:  
	 Charlie Sharley	11555	10555	85330	
	 Lisa Pisa	12000	11000	84000	Select a gift for Lisa:  
	 Harry Parry	12000	10000	83587	Select a gift for Harry:  
	 Carol Christmas	10000	10555	82753	Select a gift for Carol:  






Group discussion board

Write a comment...

POST COMMENT

-  **Charlie Sharley** 10am tomorrow suits me. I will see you there. How about we meet in front of the water fountain
1 minutes ago [\[delete post\]](#)
-  **Barbara Wire** Sounds great Lisa - does tomorrow at 10am suit everybody. We could meet on Jetty Road.
5 minutes ago
-  **Lisa Pisa** Hi all, Fancy catching up for a walk and coffee?
11 minutes ago






Recent achievements

- 
You walked all week. Literally. Well done!
 (Award for logging steps 7 days in a row)
 Awarded March 17
- 
Thanks for the walk. Love, your bum. (Award for taking > 10,000 steps 7 days in a row)
 Awarded March 17
- 
50,000! Our maths skills say you are awesome! (Award for reaching 50 K)
 Awarded March 15
- 
You like to move it, move it. I know, the 90s called, they want their reference back. (Award for logging steps 5 days in a row)
 Awarded March 15
- 
You are burning up the rubber! (Award for taking > 11,000 steps)
 Awarded March 15

> [View all awards](#)

- 
Harry Parry sent you Flowers
 On March 19
- 
Lisa Pisa sent you Gold Running Shoes
 On March 19





Awards yet to be unlocked

- 
Award for whole team logging > 10,500 steps on one day
- 
Award for taking > 11,000 steps 2 days in a row
- 
Award for whole team logging > 11,000 steps on one day
- 
Award for taking > 12,000 steps
- 
Award for reaching 100 K

[View all awards yet to be unlocked](#)

Keep it up!

Your 85,330 steps so far have:

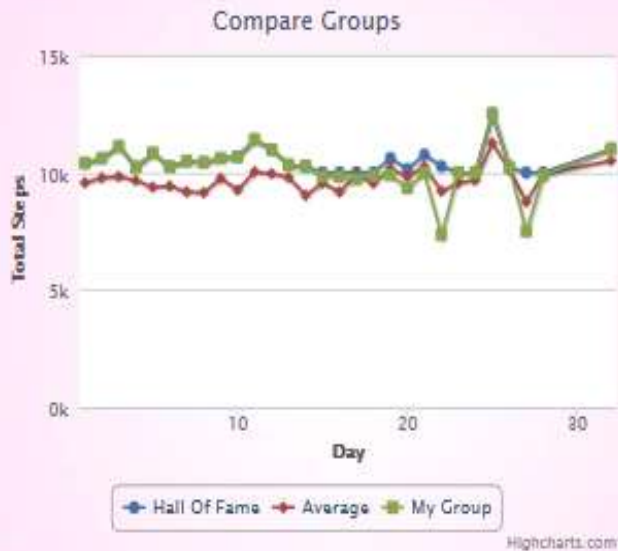
-  Added 23 hours, 42 minutes and 10 seconds to your life
-  Helped you burn .64 kilograms of fat
-  Stopped 11.33 kilograms of carbon being emitted
-  Saved you the equivalent of \$12.34 in travel costs

Your Progress



You have 1 weeks and 3 days to go

Compare Groups



You heard that there was a playground in your neighbourhood yet you've never seen it. Got find it. Park your car somewhere new and get out there and explore!





mums step it up program

usability testing & lessons learnt

randomised controlled trial protocol

usability testing



6 captain women recruited for usability testing. These women have formed teams to pilot the app.

usability testing & lessons learnt

Facebook apps behave differently on different browsers & devices

invitation and team forming process is complex and involves a number of steps

security settings on computers have impacted on some functions





mums step it up program

usability testing & lessons learnt

randomised controlled trial protocol

randomised controlled trial

primary aim

to determine the effectiveness of the program in:

- increasing objective physical activity
- influencing secondary outcomes



randomised controlled trial

additional aims

- to determine the role of TPB constructs in mediating behaviour change
- to determine the feasibility and engagement of the Mums Step it Up Program through a process evaluation



Recruitment via mums & babes groups



baseline assessments



block randomisation of teams



intervention: Mums
Step it Up Program

intervention:
pedometer with log
book

control group:
written information



6 week assessment



6 month assessment

randomised controlled trial



future potential

dissemination on a mass scale

adapting the app for other populations:

teenage girls - a group who are large
Facebook users

people who are socially isolated e.g. rural
and remote areas; chronic conditions



mums step it up tip

Boarded tram at 3:00pm. Forgot about school kids. Got off tram a stop early to avoid listening to scads of school kids singing along to Lady Gaga. I got to walk for a bit and plus, no one can do Gaga justice except me.



acknowledgements

Portal Australia who have been employed to assist with the development of the app.

University of South Australia
Divisional Grant for funding the
app development.



randomised controlled trial

data analysis

intention to treat principle will be applied

random effects mixed modelling - to determine the effectiveness of the program

process evaluation data will be descriptively analysed and subgroup analysis undertaken.

